

~~ONLINE QUIZ: <http://bcs.whfreeman.com/asta> Go to Ch. 3 material, log in (you created this last time), do quiz~~

FREE RESPONSE:

1) What are the 3 principles of experimental design?

1) Randomization 2) Replication 3) Control

2) What does it mean when two variables are confounded?

You ~~can't~~ can't separate (identify) their individual effects on the response variable.

3) What is the difference between confidentiality and anonymity?

people's names/info isn't released

people's names are not even recorded for the expt.

4) What is the difference between subjects and individuals?

people

anything else

5) We have 21 people that we need to assign to 3 different treatments (trt1, trt2, trt3). Use the section of the table of random digits below and assign the 21 people to the 3 treatment groups. List the numbers that are selected under each of the 3 headings below.

01-21

TRT1

1. 08
2. 12
3. 02
4. 17
5. 18
6. 19
7. 21

TRT2

1. 05
2. 07
3. 13
4. 15
5. 04
6. 16
7. 20

TRT3

1. 01
2. 03
3. 06
4. 09
5. 10
6. 11
7. 14

- First, give all people #'s 01-21
- Read across table every 2 digits
- First 7 #'s b/t 01 and 21 that come up are Trt. 1, next 7 are Trt. 2, rest are Trt. 3

TABLE OF RANDOM DIGITS:

08768 11202 34859 09217 18194 45621 05078 65813 65461 50416 99742 08657

- Ignore repeats!

6) What is the placebo effect?

when subjects respond to a fake trt (placebo)

(pos. or neg.)

7) What is the difference between a placebo and a control?

fake trt.

no trt.

8) What is a lurking variable?

one that has an effect on the resp. var. but that you didn't include in the expt.

9) An investigator wants to study the effects of two different fertilizers on plant growth (call them A and B). There are 20 plots available to test the fertilizers on. The investigator will measure the amount of growth by the plants after 3 months.

a. What is the explanatory variable?

fertilizer

b. What are the treatments?

fertilizer A and B, control

c. What is the response variable?

amt. of ^{plant} growth after 3 m.s.

d. What are the individuals/subjects?

~~20 plants~~ 20 plots.

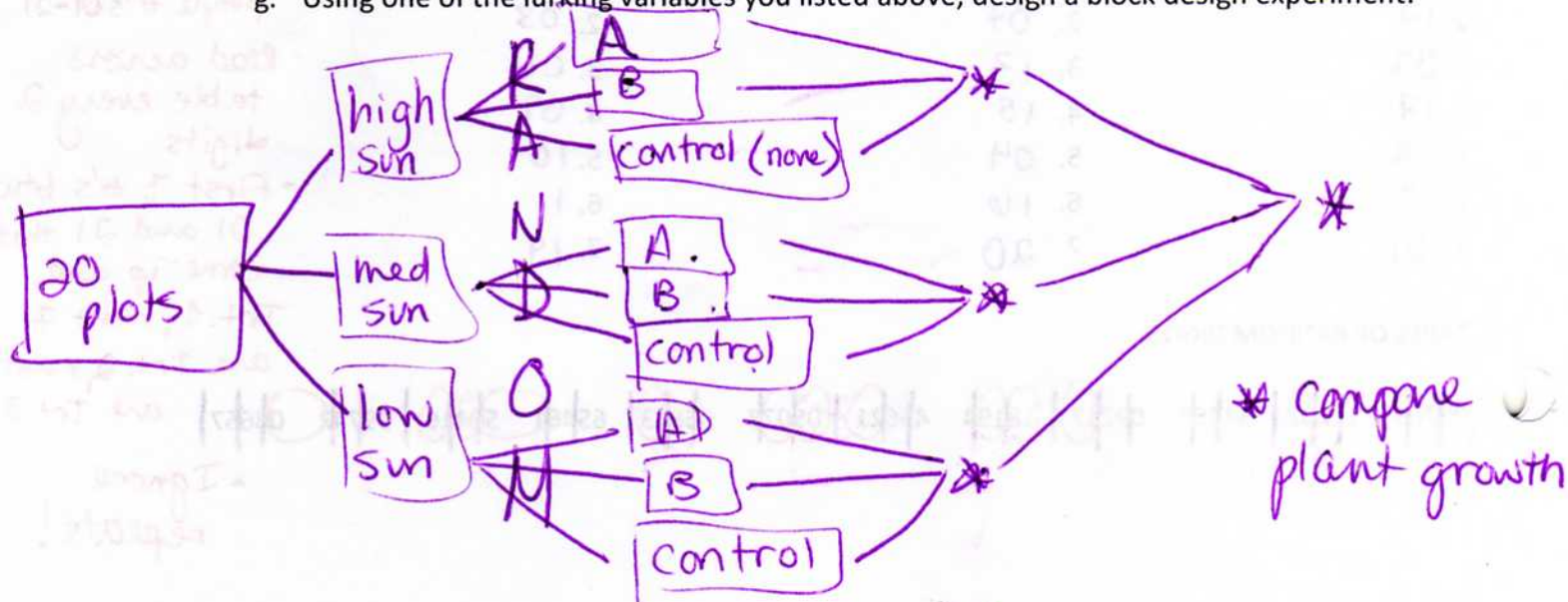
e. Do you think you should use a placebo group? How about a control group?

not necessary - plants! yes!

f. What are some lurking variables when it comes to plant growth?

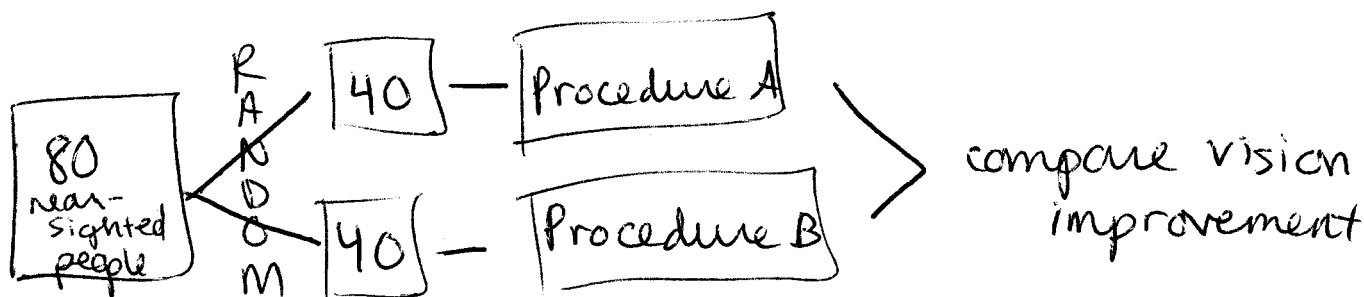
sunlight, H_2O , type of plant

g. Using one of the lurking variables you listed above, design a block design experiment:



10) An investigator wants to study the effectiveness of two surgical procedures to correct nearsightedness. Procedure A uses cuts from a scalpel and procedure B uses a laser. The data to be collected are the degrees of improvement in vision after the procedure is performed. There are 80 nearsighted people available for the experiment.

- a. What is the explanatory variable? *surgical procedure*
- b. What are the treatments? *Procedure A + B*
- c. What is the response variable? *degree of improvement in vision*
- d. What are the individuals/subjects? *80 nearsighted people*
- e. Do you think you should use a placebo group? How about a control group?
NO *NO (ethics issues)*
- f. Design a randomized comparative experiment:

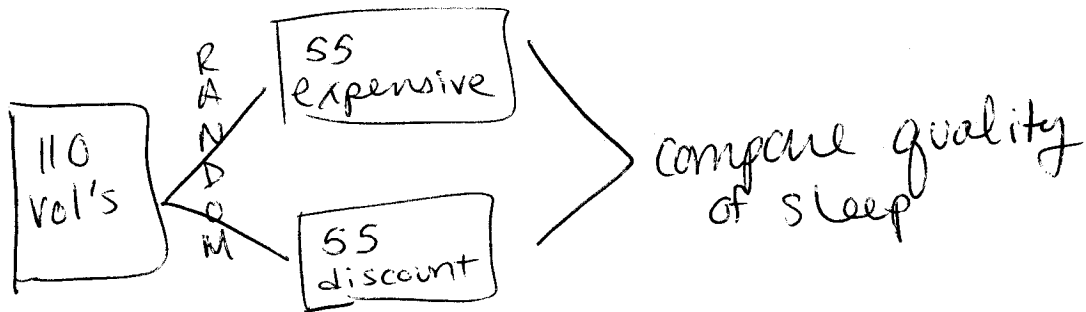


- g. There are two treatments. Why is it NOT ok to do a matched pairs design for this experiment?

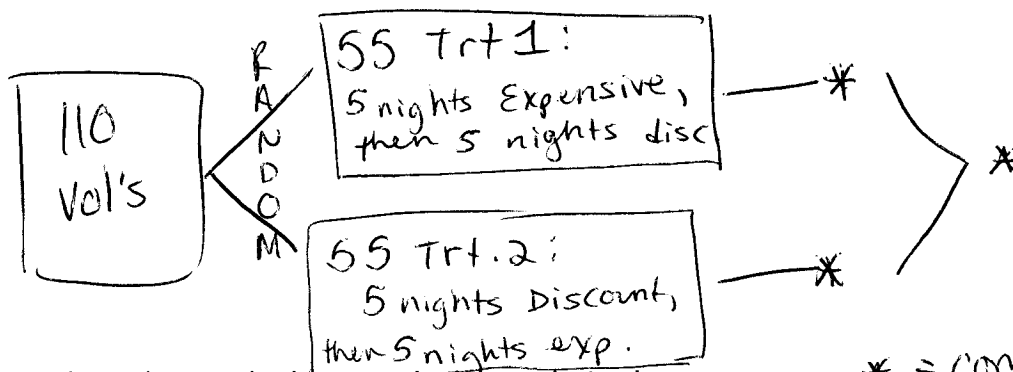
- For Left/Right type of matched pairs:
~~not ethical~~ not ethical to do one trt. to left eye, and another to rt. eye
- For 1st/2nd type of matched pairs:
once you do the first procedure, eyes will be changed & can't measure second procedure

11) A researcher wants to see if more expensive mattresses really give a better night's sleep than the discount mattress brand. So they recruit 110 adult volunteers to participate in their study. They will have the adults sleep on the mattresses for 10 nights and then rank their overall quality of sleep (due to the mattress only).

- What is the explanatory variable? *mattresses*
- What are the treatments? *expensive & discount*
- What is the response variable? *quality of sleep*
- What are the individuals/subjects? *110 adult volunteers*
- Design a completely randomized experiment:



- Design a matched pairs experiment:



- Explain why matched pairs is the better design here.

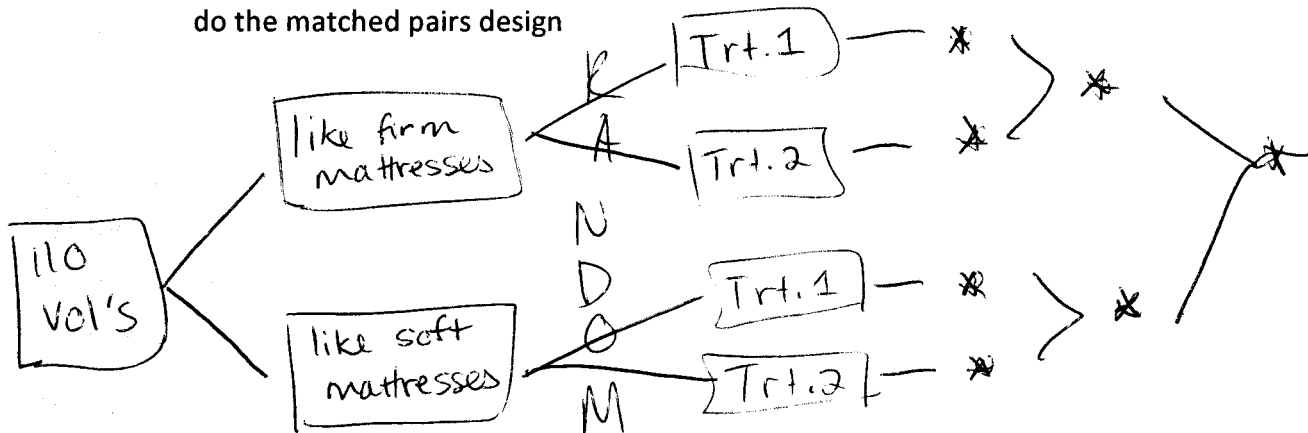
reduces any lurking variables that are involved in the differences btw. people

** = compare quality of sleep*

- h. List some lurking variables in this experiment

fav. mattress type (firm, soft), back problems!

- i. Using ONE of these variables, draw an improved experiment in which you block first, then do the matched pairs design



MULTIPLE CHOICE:

The next three questions concern this situation: Does using a cell phone while driving make an accident more likely? Researchers compared telephone company and police records to find 699 people who had cell phones and were also involved in an auto accident. Using phone billing records, they compared cell phone use in the period of the accident with cell phone use the same period on a previous day. Result: the risk of an accident was 4 times higher when using a cell phone.

1. This study is

- (a) a randomized comparative experiment.
- (b) an experiment, but without randomization.
- (c) a simple random sample.
- ☒ (d) an observational study, but not a simple random sample.

2. The explanatory variable in this study is

- (a) whether or not the subject had an auto accident.
- ☒ (b) whether or not the subject was using a cell phone.
- (c) the risk of an accident.
- (d) whether or not the subject owned a cell phone.

3. An example of a lurking variable that might affect the results of this study is:

- (a) whether or not the subject had an auto accident.
- (b) whether or not the subject was using a cell phone.
- ☒ (c) whether or not the subject was talking to a passenger in the car.

☒ (d) next page

(d) whether or not the subject owned a cell phone.

The next six questions concern this situation: Want to stop smoking? Nicotine patches may help, and so may taking a drug that fights depression. A report in a recent issue of the *New England Journal of Medicine* describes a study of what works best. Here is part of the summary:

Use of nicotine replacement therapies and the antidepressant bupropion helps people stop smoking. We conducted a double-blind, placebo-controlled comparison of sustained-release bupropion (244 subjects), a nicotine patch (244 subjects), bupropion and a nicotine patch (245 subjects), and placebo (160 subjects) for smoking cessation.

Results. The abstinence rates at 12 months were 15.6 percent in the placebo group, as compared with 16.4 percent in the nicotine patch group, 30.3 percent in the bupropion group, and 35.5 percent in the group given bupropion and the nicotine patch.

17. How many treatments did this experiment compare?

- (a) two.
- (b) three.
- ☒ (c) four.
- (d) can't tell from the information given.

18. The response variable in this experiment is

- (a) the combination of drug (bupropion or placebo) and nicotine patch.
- (b) 893 people who want to quit smoking.
- (c) bupropion.
- ☒ (d) whether or not a subject was able to abstain from smoking for a year.

19. One group received a placebo. Why not just give this group no treatment at all?

- (a) It is not ethical to give no treatment at all in this setting.
- ☒ (b) Just thinking you are getting a treatment may have an effect, and we want to see if the real treatments do better than this.
- (c) A placebo is the same thing as no treatment at all.
- (d) Subjects would be disappointed if not given a pill.

20. The experiment was "double-blind." This means that

- ☒ (a) neither the subjects nor the people who worked with them knew whether they were taking bupropion or placebo.
- (b) the subjects did not know that the treatments were intended to reduce their smoking.
- (c) the subjects did not know whether they were taking bupropion or placebo.
- (d) subjects were not allowed to see cigarette ads.

21. The subjects of the study included both men and women. All of the subjects were randomly assigned among all the treatments with one use of the table of random digits. This design is called

- (a) a simple random sample
- ☒ (b) a completely randomized design.

(c) > next page
(d)

- (c) a matched pairs design.
- (d) a block design.

22. The subjects of the study included both men and women. If the men and women were separately assigned to treatments, using the table of random digits twice, the design would be

- (a) a simple random sample
 - (b) a completely randomized design.
 - (c) a matched pairs design.
 - (d) a block design.
-

11. Confounding often defeats attempts to show that one variable causes changes in another variable.

Confounding means that

- (a) this was an observational study, so cause and effect conclusions are not possible
- (b) the effects of several variables are mixed up, so we cannot say which is causing the response
- (c) we don't know which is the response variable and which is the explanatory variable
- (d) we would get widely varied results if we repeated the study many times

35. In an experiment to see if aspirin reduces the chance of having a heart attack, a placebo is

- (a) the place where the subjects go when they have a heart attack
- (b) a dummy pill that looks like aspirin but has no active ingredients
- (c) a procedure for deciding who gets the aspirin treatment
- (d) the margin of error
- (e) 95%

36. Ethical standards for randomized, controlled clinical trials include

- (a) not asking subjects to agree to participate without first informing them of the nature of the study and possible risks and benefits.
- (b) insuring that each subject knows which treatment he or she received.
- (c) allowing subjects to decide whether or not to be in the control group
- (d) never testing drugs which have not been proven to be completely safe.
- (e) All of the above.

52. You work for an advertising agency that is preparing a new television commercial to appeal to women. You have been asked to design an experiment to compare the effectiveness of three versions of the commercial. Each subject will be shown one of the three versions and then asked her attitude toward the product. You think there may be large differences between women who are employed and those who are not. Because of these differences, you should use

- (a) a completely randomized design.
- (b) a categorical variable.
- (c) a block design.
- (d) a matched pairs design.
- (e) a multistage sample.

55. Corn variety #1 yielded 140 bushels per acre last year at a research farm. This year, corn variety #2, planted in the same location, yielded only 110 bushels per acre. Unfortunately, we don't know whether the difference is due to the superiority of variety #1 or to the effect of this year's drought. This is an example of

- (a) bias due to voluntary response.
- (b) random sampling error.
- ☒ (c) confounding.
- (d) the placebo effect.
- (e) nonsampling error.

75. Two essential features of all statistically designed experiments are

- (a) compare several treatments; use the double-blind method.
- ☒ (b) compare several treatments; use chance to assign subjects to treatments.
- (c) always have a placebo group; use the double-blind method.
- (d) use a block design; use chance to assign subjects to treatments.

97. The essential difference between an experiment and an observational study is

- (a) observational studies may have confounded variables, but experiments never do.
- (b) in an experiment, people must give their informed consent before being allowed to participate.
- (c) observational studies are always biased.
- (d) observational studies cannot have response variables.
- ☒ (e) an experiment imposes treatments on the subjects, but an observational study does not.

103. In a randomized block design the blocks often represent levels of

- ☒ (a) a lurking variable suspected of being confounded with the explanatory variable.
- (b) the explanatory variable.
- (c) the response variable.
- (d) placebo dosage.

24. The drug manufacturer Merck recently stopped testing a promising new drug to treat depression. It turned out that in a randomized, double-blind trial a dummy pill did almost as well as the new drug. The fact that many people respond to a dummy treatment is called

- (a) confounding.
- (b) nonresponse.
- (c) comparison.
- ☒ (d) the placebo effect.

Extra book problems you can try:

p. 307 #73, 74, 75, 78 thru 80